ViewFinders

Design Documentation

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Typography

Header Level 1

30px/36pxv
colour code: #db007e

Header Level 2

21px/27px
colour code: #db007e

Header Level 2 Alternate

21px/27px
colour code: #FFFFFF

Header Level 3

16px/21px
colour code: #FFFFFF

Header Level 3 Alternate

16px/21px
colour code: #291653

Header Level 4 (white)
14px/18px
colour code: #FFFFFF

This is a paragraph. Morbi tristique senectus et netus et malesuada fames ac turpis egestas.
Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit ame.
14px/18px
colour code: #FFFFFF

This is a link	14px/18px
Small	12px/18px
Subtle	14px/18px

Choice of typography explained:
Archivo Narrow
To help enhance readability across all devices, we chose a less decorative sans serife typeface.
Our typography choice is based on our target audience which are mostly young females.
Typography reflects company's bussines mission and values: simple, clear, professional and fun.

Logo

ViewFinder is committed to making travel experience fun and enjoyable and our logo is a visual expression of that commitment.
Logo is a figurative picture mark. It is build with elements that reflects photography as well as human presence. Hands inside the circle convey message of personal local tour guide framing the photo.
Circle around the hands embodys femininity with its curve, what is perfect, because females are our main target audience. Circles also suggest movement (wheels, balls etc.), which is the important part of tour guiding.
Purple colour used for a logo is vibrant and eye catching, drawing attention and conveying the message about fun and enjoyment. Colour also represents powers and independence but also truth and peace.

Logo is visible and aplicable for smaller and larger screens. It is simple while still strong and memorable and likable. Unique hands framing the picture and branding color application help diferenciete the logo from other photo app logos.

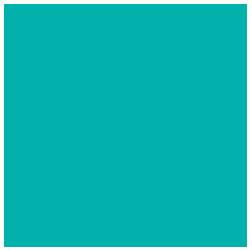
Colours

#db007e #00b1ac #291653 #817f81 #ffffff

Our goal was to have the original and unique visual design of an app and a website, with bright colours, which go well together and are focused on our main target audience (females).
Purple colour is a combination of red and blue, when blue is is a powerful and corporate colour, which people found trustful and calm and red is a verystrong and cofident, it conveys action.
Pink colour represents femininity, love and calmness and has a high contrast towards dark purple, that‘s why we have decided to use purple mostly for a backround and pink for the buttons.
Another used colour is tyrquoise, which is combination of blue and green and has characteristics associated with both of these, such as a calmness of blue and growth represented in green. Together it is represents trust and peace and it has a lot of contrast towards purple. At the same time we wanted to have more manly colour for men who would like to join us as a photographers.
As a supplementary colours we have used grey and white, which are not so significant but still look contrastingly and decently.

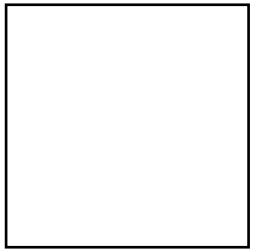
backround-colour: #291653

buttons-backround-colour: #291653
#db007e



icon-border-colour: #db007e

text-inside-buttons: #FFFFFF



WebPage

<h1>
font: Archivo Narrow, 30px/36pxv
colour code: #db007e

<h2>
font: Archivo Narrow, 21px/27pxv
colour code: #db007e

<h2> - alternate
font: Archivo Narrow, 21px/27pxv
colour code: #00b1ac

<h3>
font: Archivo Narrow, 16px/21 pxv
colour code: #db007e

<h4> - alternate (white)
font: Archivo Narrow, 14px/18pxv
colour code: #FFFFFF

<p> - alternate (white) or purple
Lorem ipsum dolor sit amet, enim tation quo id omittantur id qui. Usu rebum fuisset constituam in, sed altera tractatos pertinacia ei. Viderer placerat id pri, in quo tantas nonumy percipitur, noluisse qualisque his eu. Has graeco quodsi facilis an.

colour code: #FFFFFF or #291653
font: Archivo Narrow, 14px/18pxv

<a> This is a link

colour code: #db007e or #fff
size: 14px/18pxv¨

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App

<h1> First screen
font: Archivo Narrow, 30px, semibold
colour code: #291653

<h1> WELCOME photographers
font: Archivo Narrow, 30px, regular, uppercase
colour code: #00b1ac

<h1> WELCOME users
font: Archivo Narrow, 30px, regular, uppercase
colour code: #db007e

<h1>App Headings, slideshow title
font: Archivo Narrow, 30px, regular, lower and/ or uppercase
colour code: #fff

<h1>Burger menu items
font: Archivo Narrow, 40px, regular, lowercase
colour code: #fff

Subtle
colour code: #817f81
font: Archivo Narrow, 20px, regular

Iconography

Company's icons for social media, email, phone contact are unified and designed in the consistent style and brand color. So are the navigation bar icons.
How to use the app customer journey is explained on the web page and is using icons to easily navigate through the steps. They are designed in the same clean style, color and flow that is easy to read over devices with different screen resolutions.

Icons are represented with single color and simple background whic swap on the hover state of the icon.

Customer journey icons

Choose photographer

Pick a date

Download app

Social media and contact icons

Another icons

Web icons

Customer journey icons

colour: #db007e, on hover #ffffff

- 50 px
- used on home page, navigates customer step by step

Social media and contact icons

colour: #db007e, on hover #ffffff

- 13 px
- used in the footer on pink background

home sign

- colour code: #ffffff
- 20 px
- used in the header on purple backround, gets you back on home page

user sign

- colour code: #ffffff
- 20 px
- used in the header on purple backround, login and booking section

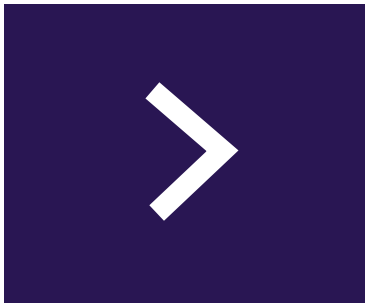
App icons

Icon for show up more options

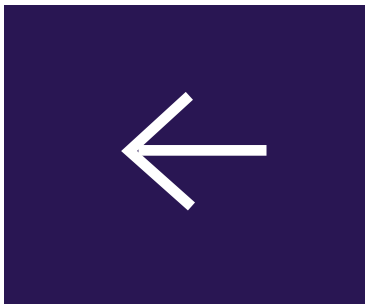
- colour code: backround #db007e
  inside the button #ffffff

- 13 px
-used on purple backround in options between Pick a tour, Design my tour and Gallery

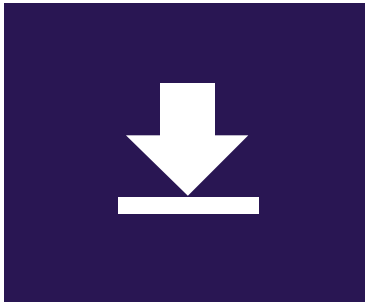
colour code: #ffffff
13-20 px
-used on purple background in My Portfolio section and on pink sign up button



colour code: #ffffff
13 px
-used on pictures, gets you to the next page

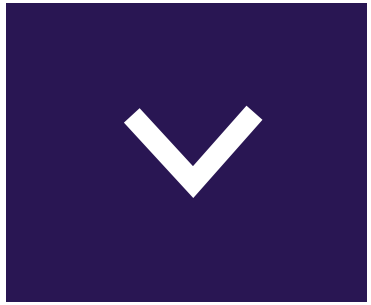


colour code: #ffffff
13 px
- used on pictures, previous page

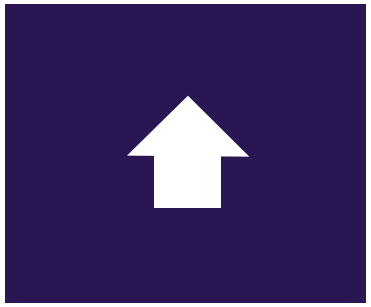


colour code: #ffffff
13 px
-download app icon
-pink background (button)

colour code: #ffffff and #291653
10 px
- e-mail icon on white background in Your Profile section



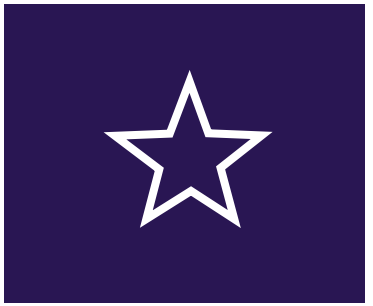
colour code: #ffffff
15 px
- purple background, shows more options



colour code: #ffffff
10px
- adress icon in Your Profile section, white backround

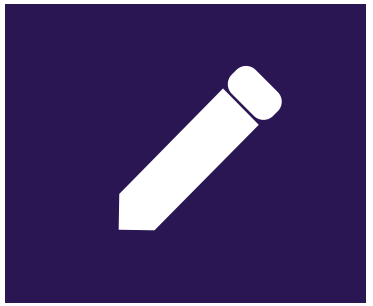
colour code: #ffffff
20 px
- pink background, showes up when you successfuly booking of a trip

colour code: #ffffff
20px
- used on purple backround on About me page

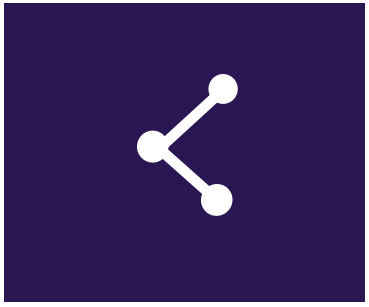


colour code: #ffffff
10 - 20 px
- purple backround, rating of a tour and photographer

colour code: #ffffff
10px
-used on purple background on photographer‘s portfolio page, to deletes photographers own pictures



colour code: #ffffff
10px
- purple background, used on photographer‘s portfolio page to edit information



colour code: #ffffff
10px
-used on purple background on photographer‘s portfolio page to share pictures on social media

colour code: #291653
10 px
- phone number icon in Your Profile section

Gift voucher card

Gift voucher card gives everyone an option to give someone our service as a gift. All what customer has to do is to select a certain amount of money, which he wants to put on the card and pay it.

Gift voucher card

- back side

Business card

Front

Back

Firstly, we have to say that the business card is done in same style as the gift voucher and the background of the gift postcard because we want it to be consistent and to be in same style that represents us and builds a strong brand.
We have squares and circles because it makes us trustworthy, friendly, comfortable, creative, and flexible for all our costumer needs.
We chose to use the front of the business card with most important information: our name, general info and the back will contain our motto, having colour #291653 as a background and motto is typed with white, that be consistent, clear to be seen and easy to read by our costumers.
Our Company's name is writen with Archivo Narrow Regular font family, size 24 px.
Basic info about our Company is writen on a white background with the same colour as first background, but we use 100% opacity for a better seing and they have same font family, but different size and it is 12px.
Our logo is also there because it is a big part of our image and is is in center of a pink big circle that makes the logo more visible and highlighted.
The size of business card is 3,5x2 cm as they are used to be done.
Margins : 5mm
Bleed: 3mm

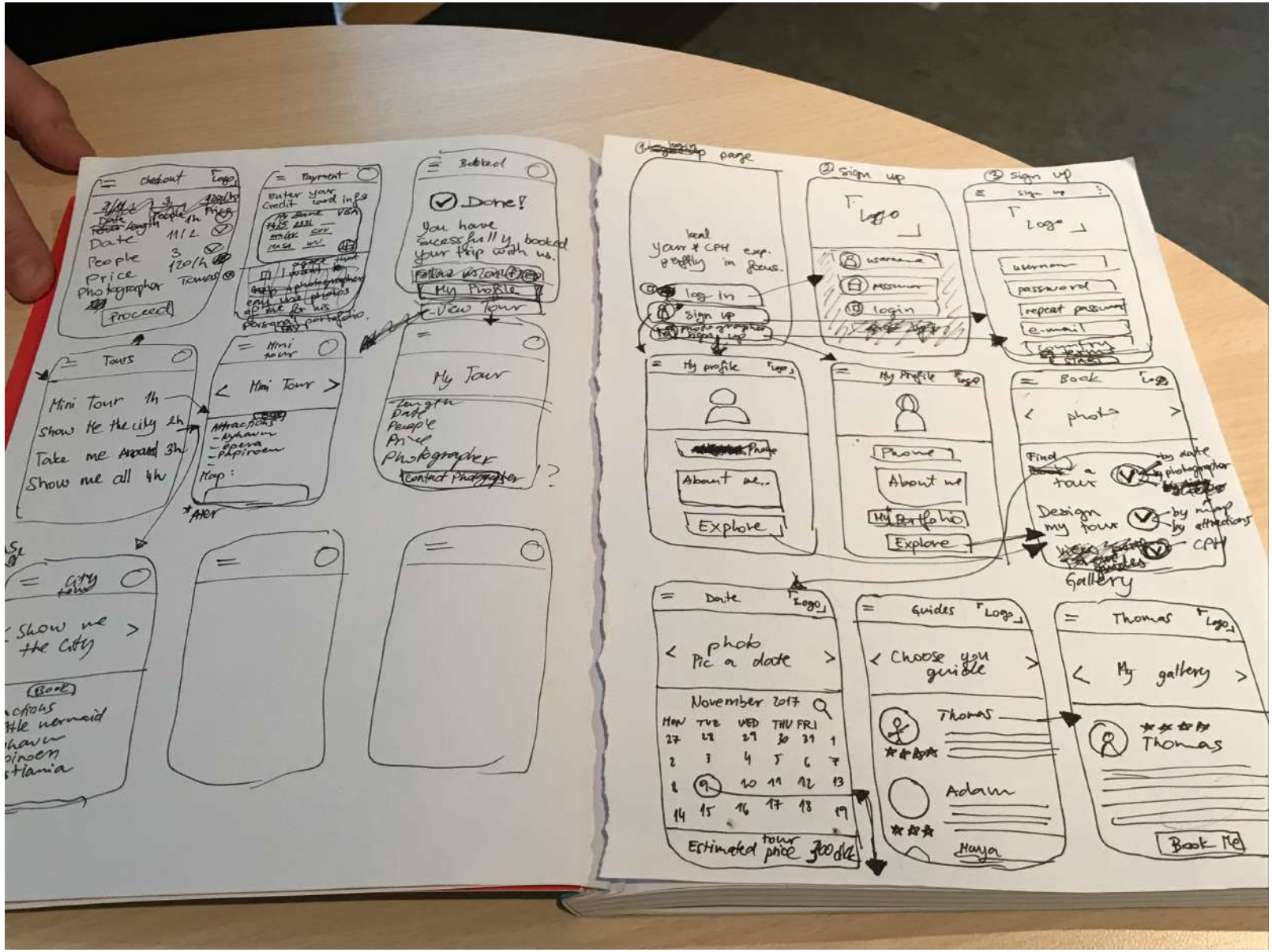
Gift card for customers

The choice of the colours used for specific photo will be different depending on the colors of the photo. Nevertheless the colour choice should follow our chose colour scheme deffined in the colour guide.
In the example above we are using the color with the code #291653 for the our moto and the typefamily we are using is Archivo, size 20px .
Instagram hashtag is printed in white colour that have #ffffff code, same font family and size 41.
The size of the postcard will be a regular postcard size which is 15 x 9 cm or 9 x 15 cm depending on the picture (if it is made as landscape or if it is made as profile).

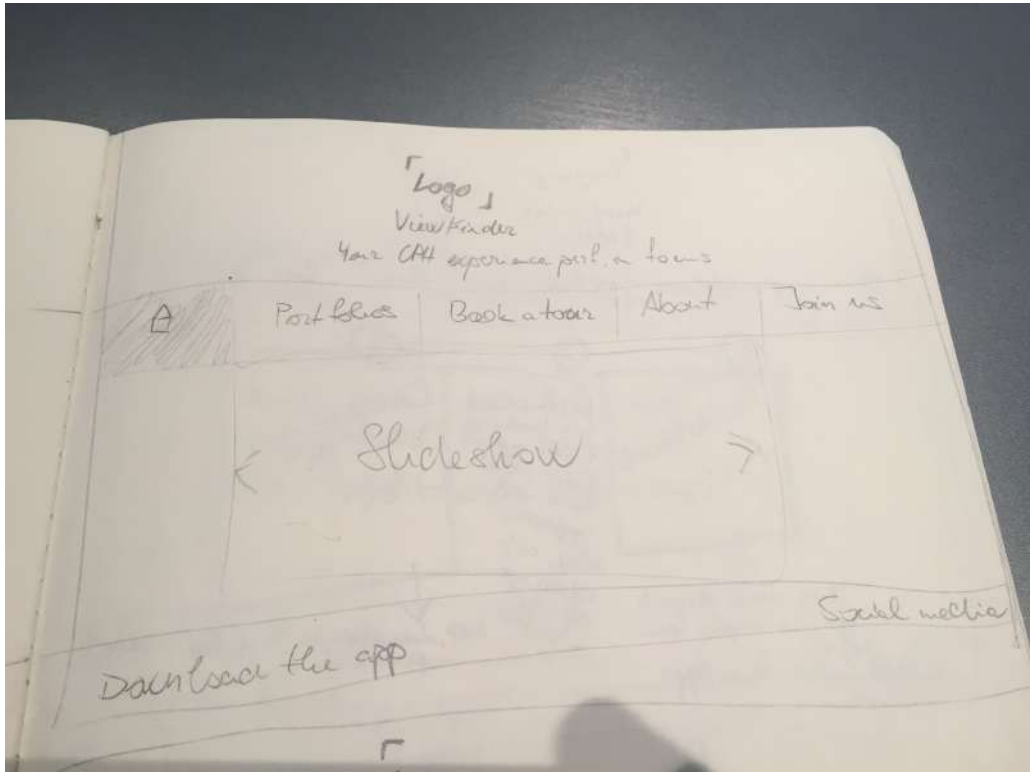
Continuation of Colours

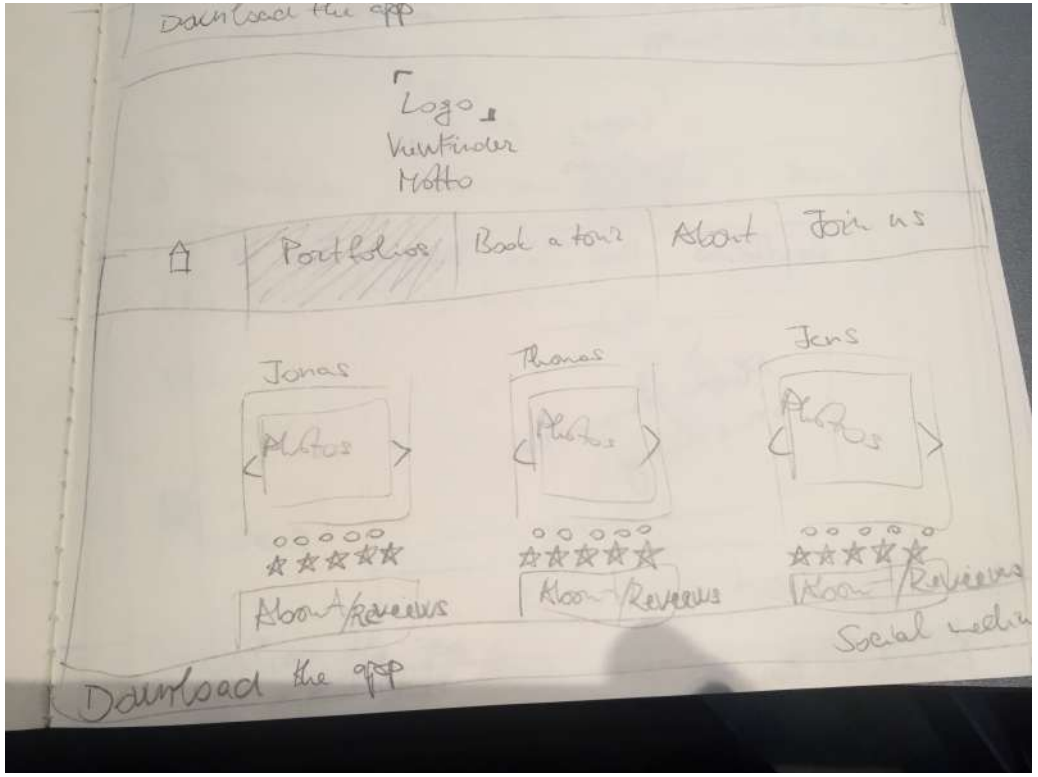
For gift postcard we use same colours as in the pallet, but we have to specify that we use the pink one that has the code #db007e with opacity of 50% for the background of it.
We also use white for typing our name on the gift postcard we give to the costumers even if it s not a colour.
For bussiness card we use #291653 as a background but we use 87% opacity and this has to be specified because it is not same colour.
For design we don’t use black(even if it isn’t a colour) anymore.

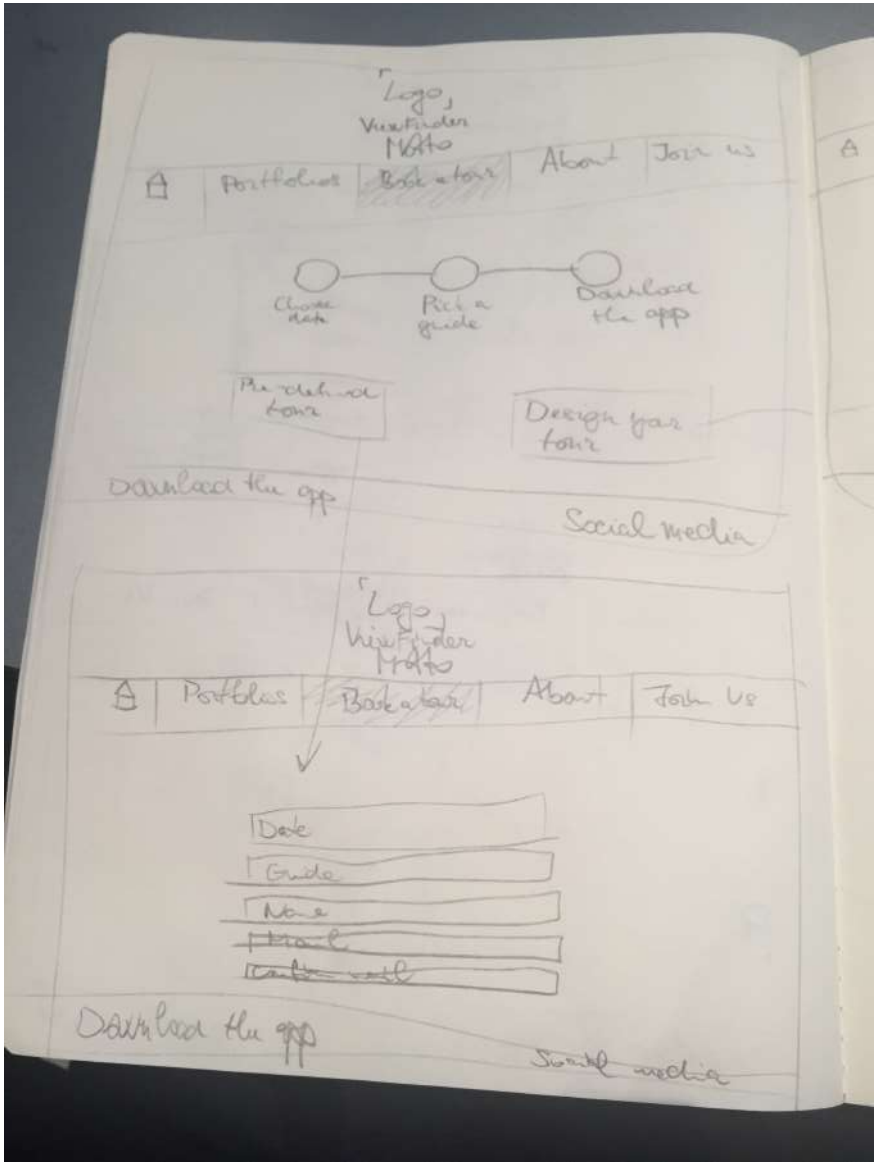
Mini sketches - app

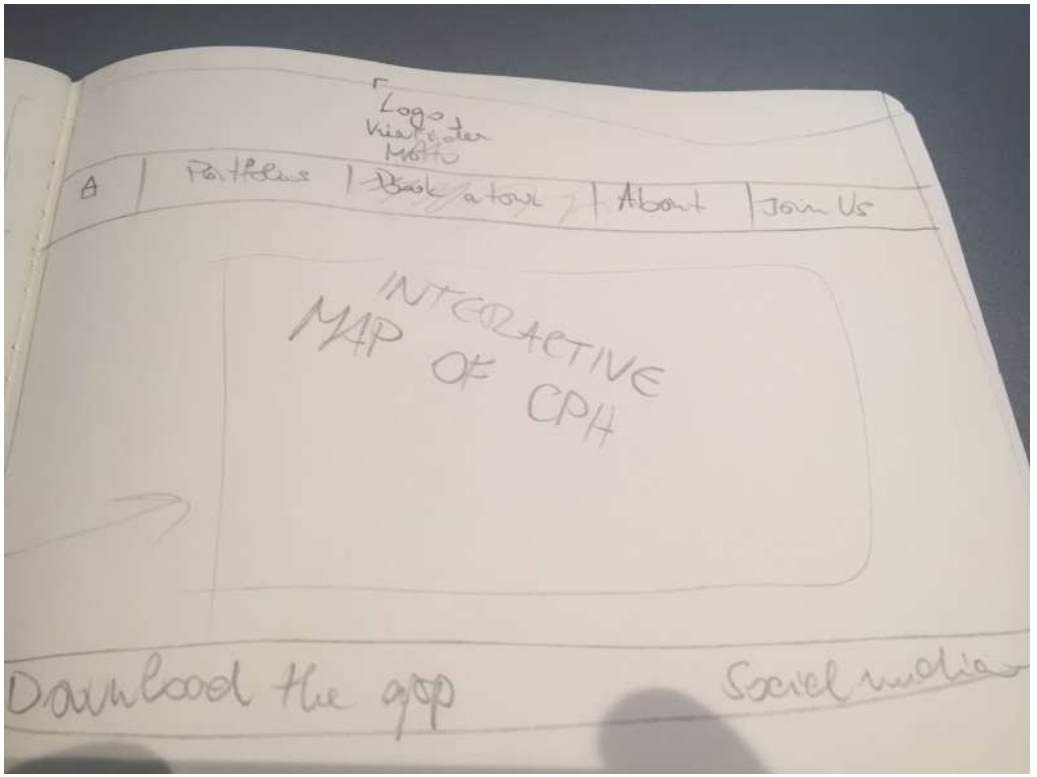


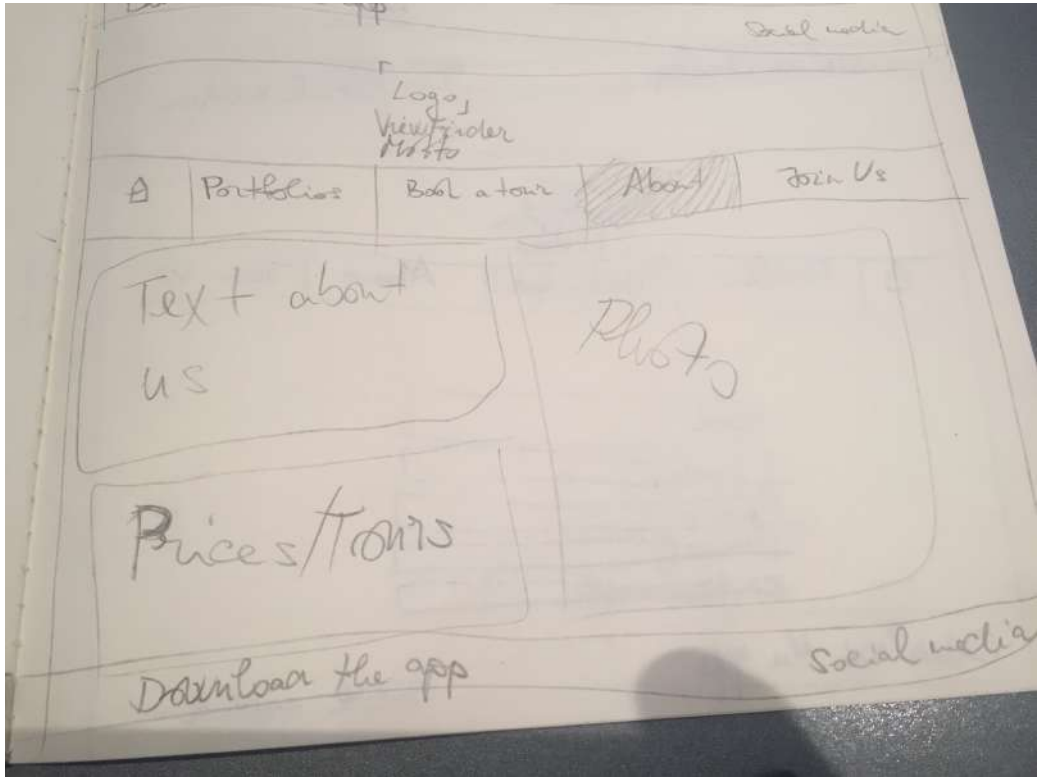
Sketches - web

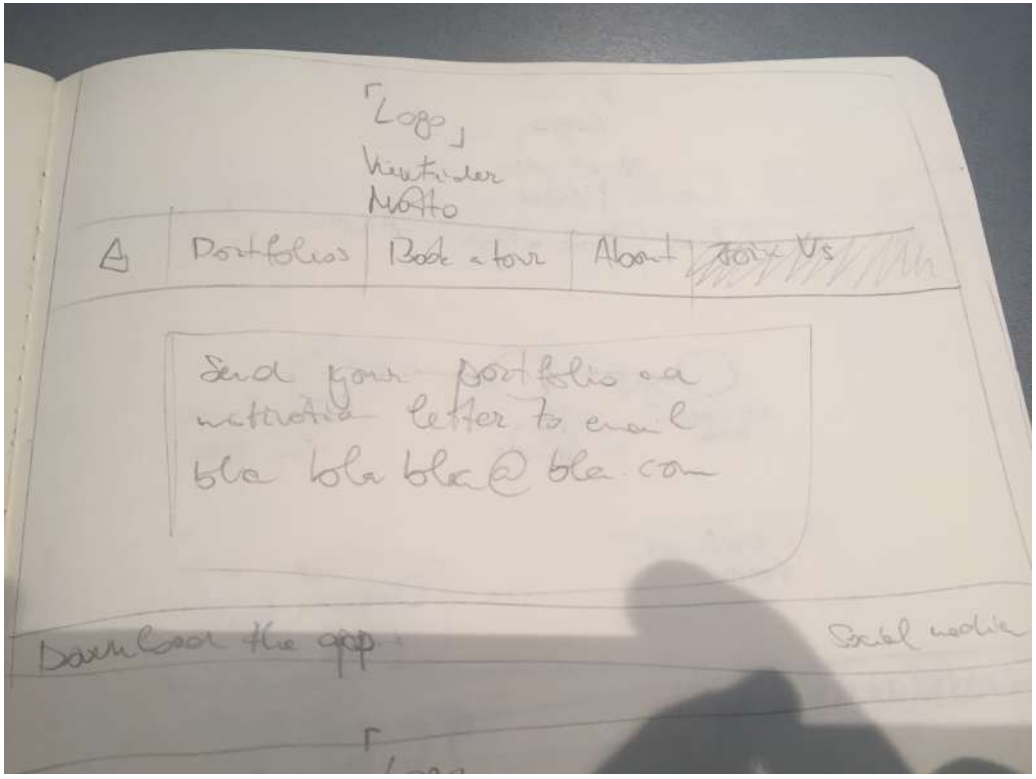





Logo
Viewfinder
Motto
Portfolios
Book a tour
About
Join us
Choose date
Pick a guide
Download the app
Pre-designed tours
Design your tour
Download the app
Social media
Logo
Viewfinder
Motto
Portfolios
Book a tour
About
Join Us
Date
Guide
Name
Download the app
Social media

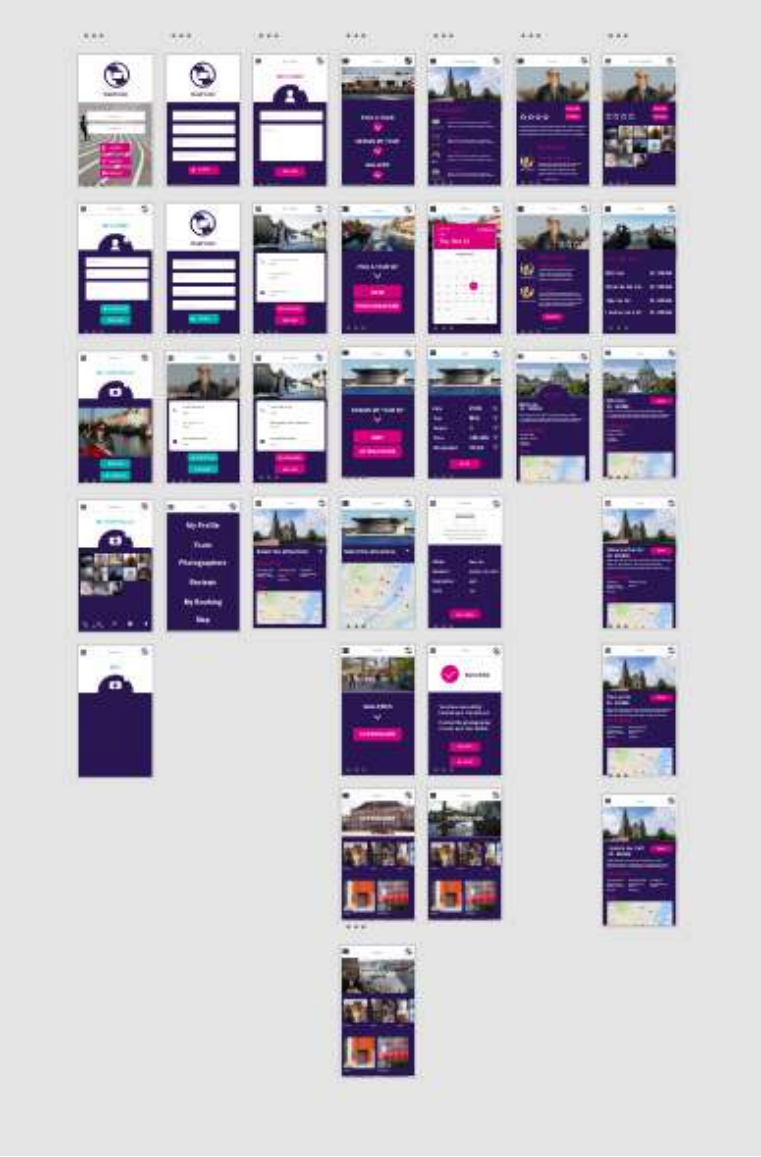

Logo
Viewfinder
Motto
Portfolios
Book a tour
About
Join Us
INTERACTIVE
MAP OF CPH
Download the app
Social media

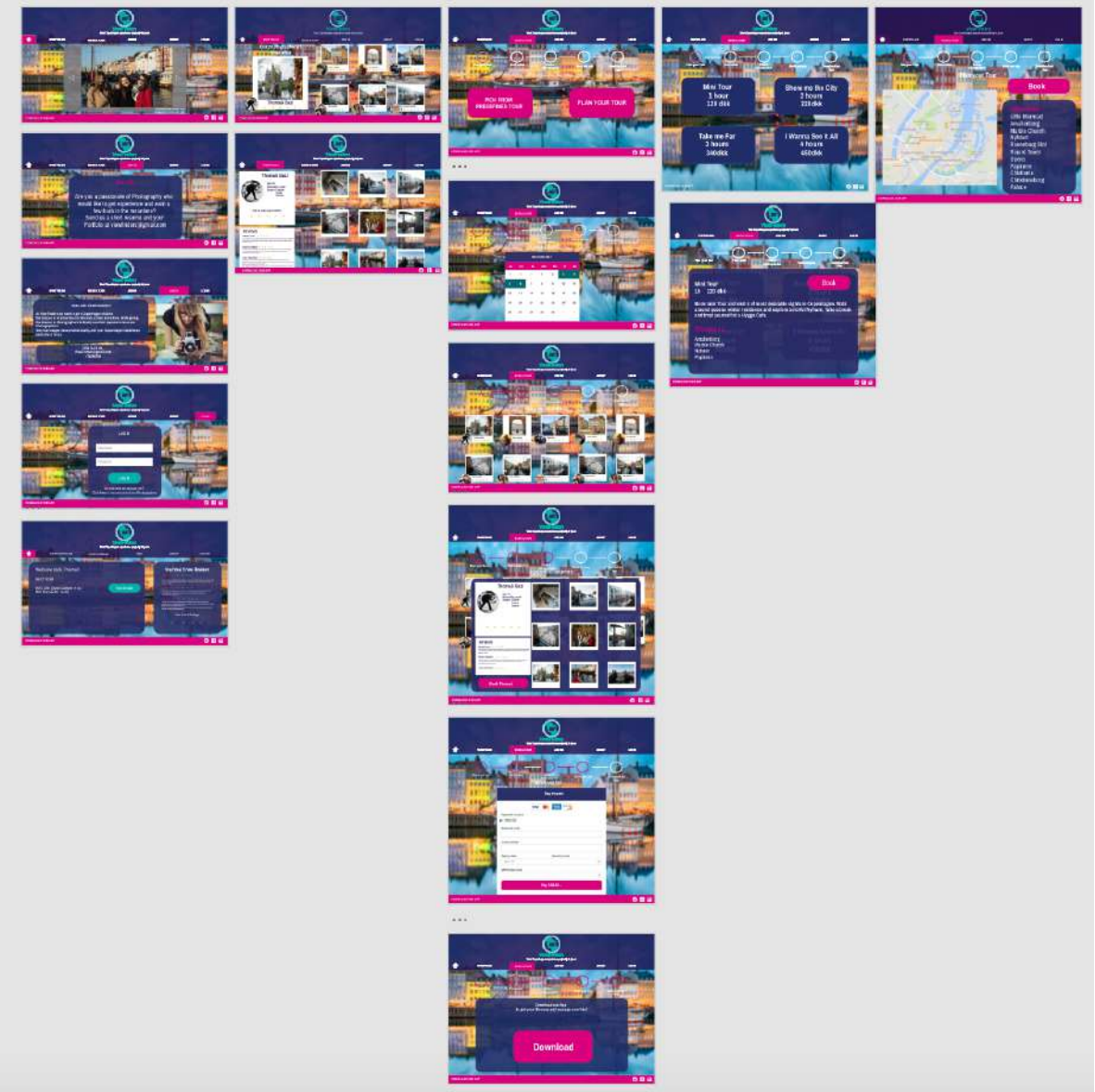

Social media
「Logo」
Viewfinder
Motto
Portfolios
Book a tour
About
Join Us
Text about us
Photo
Prices/Tours
Download the app
Social media


「Logo」
Viewfinder
Motto
Portfolios
Book a tour
About
Join Us
Send your portfolio and motivation letter to email
bla bla bla@bla.com
Download the app
Social media

Prototypes

XD app prototype link: https://xd.adobe.com/view/60df6885-31ab-4c27-8f8a-3a04c19e7b34/
XD web prototype link: https://xd.adobe.com/view/3a8ffad5-40f7-45b3-9129-e492dbc42656/





app:
colour code: #db007e
#00b1ac

font:Archivo Narrow
colour inside the button: #FFFFFF

40 - 50px

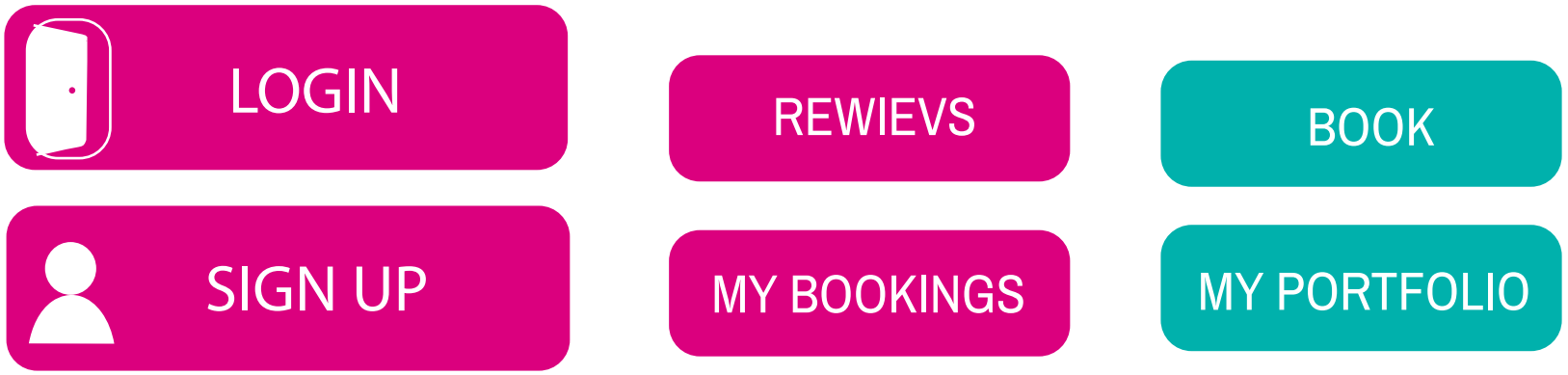
Colour of the buttons depend on when we buttons use. All the buttons are on purple backround but the buttons with #00b1ac code are used only in photographers section (login, their own private profile and portfoilo) and that because of potential manly audience.

web:
colour code: #db007e
#00b1ac

font: Archivo Narrow
colour inside the button: #FFFFFF

40 - 64px

Buttons example



Design brief

Organization profile

Who are we?

We are ViewFinder. We want visitors of Copenhagen to get
the best CPH experience, while helping photo enthusiastic tour guides.

What do we do?

We provide guided photo tours around the best attractions in Copenhagen.

Where do we do it?

Copenhagen, Denmark.

How are we seen the market place?

Reliable, flexible, affordable.

Where do we want to go?

In case of success in Copenhagen, we would like to expand
all over Scandinavia with possibility to eventually become worldwide.

What is the perceived personality of the organization?

Personality of our company can be defined by our values,
which include trust, passion, friendship, simplicity and flexibility.

Project objectives

What do we want to achieve?

We want the design that communicates the right message about our company to the target audience.
We want to appear professional, trustworthy but funny and passionate at the same time.

Who is the target audience?

We are targeting solo travellers or small groups who enjoy photography, but they are not able to snap the great pictures themselves. These travellers are in their young or middle ages and mostly women. Also visitors on budget can be targeted, because our service compared to competition is very affordable and flexible to your needs.
We cannot forget about our tour guides/photographers which we are also targeting. We are giving them opportunity to improve their skills and earn some extra money. Photographer's persona was described earlier as a college student interested in photography with wide social network gained thanks to funny and warm personality.

What are our branding issues that relate to this project?

Trademark – we need to be proactive about monitoring where and how our users are using our branded elements on our behalf.
Rebranding- in case of expansion, there might be possibility of rebranding. We need to take in consideration, if the effect of rebranding will not be using an existing customers, because of misunderstood message while changing the brand.
Differentiation – we need to be seen among the others. That's why it's important to formulate USP.
Our competitive advantage is in friendly price, focusing on smallers groups, giving opportunity to create your own tour and also an interactive map, that would make your entire stay in Copenhagen much more pleasurable.
No little social engagement – we need to focus on social media marketing consistently and continuously.

Scope of work

Critical dates that need to be considered

We create a timeline with significant tasks and amount of time that needs to be spent on each of these tasks.
Therefore designer, in the case our group, is aware of the time and order of his work, which includes:

- preparing design documentation(brief, programme and guide),
- creating high fidelity prototype,
- user testing,
- improving design based on test results.

How are we going to evaluate the success and failure?

We will create high fidelity prototype of the app for the user testing.
We will do series of expert tests with at least three different
respondends to uncover the biggest issues with our design.

Identify Key Responsibility Areas

The KRA's of our designer consist of delivering:

- quality graphics,
- user experience,
- user interface.

User testing

Think aloud test

For testing the ViewFinder app, we decided that think aloud test will serve the best purpose for uncovering issues while using the app. We tested our high fidelity XD prototype with three respondents, while giving them opportunity to navigate through the app and speak their mind while doing so.

Ulrika

Sign up might be confusing, which one is for me? Welcome sign is nice, I feel welcomed. Now, I will pick the already made tour, I think it's more convenient for me. So I can pick a date, but for me, it would make more sense if I already saw available tours, cause when I see pick a tour I already want to see list of tours and then set the date and choose photographer. The rating doesn't make sense, who would choose the 2 star. I would like take me far tour, for me it would make more sense to first see the tour and then pick a photographer. They say first tell about the product and after you tell price, it is the last thing to tell people, then they can tell if price is reasonable.

Rytis

I am not sure, why the form requires only phone number, address and email, I think it should be optional or not here yet, maybe if you wanna know country I am from. My bookings, so this is my order, does this include ticket to these attractions? Because right now I'm not sure, do I need to pay extra to enter Amalienborg? Now I'm going to photographers, their rating looks like I'm not sure whether the 4 star is max, you have to see the max. This only says photographers, are they also guides? You have a map, so I'm not sure what is this map for, so are these attractions? Is it the meeting place? So what if someone selects all? I think it should be up to tour guide, cause maybe some of the guides have the killer setup tour, now you are limiting your guides to selected locations and you assume that they know about locations. If you let a simple local make his own tour, it can be way more interesting. When you press explore, these options aren't in the menu, gallery only through explore, it doesn't make a lot of sense.

User testing

Margarita

I am already confused about sign up, same name and different icons. I understand that i can add picture here to my profile, so when i press here I am entering my profile, I didn't expect to see my profile, just to add picture.
I didn't pick who i am, can i go back and look again? So this is for customer and this is for guide. I just came to denmark, do I need to create profile? When i see my bookings, I was expecting to be the guide and see who booked me, again maybe word booking should be changed into something more related to tourists. Now I can see checkpoints on map, maybe you can connect them to create a path. I like my booking page, it is very informative, if I press for example Amalienborg, it would be nice to see more. My booking can be plural, maybe in case I want to arrange more? When I booked a tour, how should i contact the photographer? I don't get it. Did you mention it somewhere that it is only in Copenhagen? When I booked it, where is the info where should I arrive, date, time, place? I just see the price.

Results

Think aloud test uncovered a lot of issues while using the app. Our respondents shared valuable feedback, that will help us make the app more user friendly and contain all the important informations.

Mood-Board

ViewFinder